

PaymentsSource

Data, news and analysis for payments professionals

PRESENTS:



22nd Annual CARD FORUM AND EXPO

MAY 16-18, 2010

HYATT REGENCY GRAND CYPRESS | ORLANDO, FL

SPONSORSHIP OPPORTUNITIES

RESERVE TODAY

Call Maura Parrish at 212-803-6563 or email at
maura.parrish@sourcemediacom



WWW.AMERICANBANKER.COM/CONFERENCES/CFE10

800.803.2434 | 212.803.6093



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ABOUT THE EVENT

For over 22 years **Card Forum and Expo** has been an annual go-to event to get timely, practical information and to get advice from your peers and to reconnect with your industry colleagues. The event is geared to card issuers, analysts, associations, and service and technology providers in the credit, debit, loyalty and prepaid segments.

Card Forum & Expo Let You:

- ▶ **NETWORK** with industry leaders
- ▶ **ACCESS** information on the latest tools, trends, technologies and strategies
- ▶ **SHARE** ideas and **HEAR** success stories from industry executives
- ▶ **MEET** "face-to-face" with potential customers through customized sponsorship and exhibit opportunities
- ▶ **PARTICIPATE** in speaker and advisory boards shaping the future of the marketplace
- ▶ **GATHER** industry research and feedback

NEW SPONSORSHIP!

PaymentsSource **Research Vault Library** is the definitive source of the latest industry research, reports and white papers. Updated regularly, the Research Vault is relied upon by payments executives looking for today's market trends, data and product solutions.

Generate Qualified Prospect Leads: Including your white paper in the Research Vault gives you direct access to qualified sales leads. Every time someone views your topic-specific white paper using our cross-enterprise search engine, you will receive full contact information and demographics of leads in real-time. You can also get a complete list of leads upon request.

Highlight Your Industry Expertise: The valuable information you provide will highlight your expertise and help to portray your company as an industry leader.

Increase Brand Exposure: Your white paper sponsorship will build awareness of your company and its capabilities to our targeted audience of influential industry leaders and decision-makers.

Drive Traffic To Your White Paper: Designed to increase exposure of your white paper and stimulate ongoing traffic to the Research Vault, we have created a full range of marketing programs including print and online advertising and email campaigns.

RESEARCH VAULT WHITE PAPER

ONLINE SPONSORSHIP

3 Month Sponsorship: \$10,000

One Year Sponsorship: \$25,000 net

Includes:

- Posting on PaymentsSource Research Vault Web site
- Inclusion in our live library at Card Forum & Expo booth #38. You will have additional exposure to PaymentsSource subscribers and delegates of Card Forum & Expo

2010 SPONSORSHIP OPPORTUNITIES

We offer a limited number of sponsorship opportunities to service and solution providers, designed to give you exclusive branding in front of an 400+ person targeted audience.

EXHIBIT BOOTH

Standard Exhibit and Sponsorship Package Includes:

- One 8X10 exhibitor space
- Two full conference passes
- Fifty-word (50) company description in Conference Attendee Manual
- Firm's name or logo included in direct-mail brochure, if submitted before brochure sign-off deadline
- List of attendee names, titles and firms two weeks before the conference
- Complete set of conference registration materials including Conference Attendee Manual and tote bag
- Link from conference Web-site to firm's Web-site

IN ADDITION, SourceMedia will increase awareness of your involvement with the conference through marketing to your current database using direct mail, email campaigns and telemarketing efforts offering an exclusive discount to your contacts. All sponsorship opportunities include the standard sponsorship package.

EXCLUSIVE SPONSORSHIP OPPORTUNITIES

WEBCAST SPONSOR

- SourceMedia will record audio from conference sessions and post the webcasts on a multimedia website that will be available to attendees and prospects for purchase
- Sponsor logo will be placed on email blast to all attendees and prospects directing them to the site
- Sponsor logo on the webcast site home page and log-in page
- 5-minute sponsor intro video or audio on conference multimedia site
- Market research and polls data collected and given to sponsor
- Four full conference passes
- One 4 color full-page advertisement in the Conference Attendee Manual
- Signage promoting the sponsorship



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REGISTRATION SPONSOR: ~~\$25,000~~

- Custom badge lanyards distributed to all attendees includes sponsor's logo
- Insert of marketing piece into each tote bag distributed to all attendees
- Four full conference passes
- One full page 4 color advertisement in the Conference Attendee Manual
- Signage promoting the sponsorship - REMAINS DISPLAYED FOR ENTIRE LENGTH OF CONFERENCE

SOLD!

INTERNET STATION SPONSOR: \$15,500

- Exclusive Sponsorship of Internet Station
- Signage promoting the sponsorship including a banner
- 6 kiosks to be placed in front of general session or in exhibit hall
- Sponsoring company to develop "Home Page Portal" to be displayed on each computer (pending SM approval)
- Sponsor Screen Saver to be displayed on each screen after an elapsed period of time
- Sponsoring company's branded mouse pad to be displayed at each station
- Four full conference passes
- One 4 color full-page advertisement in Conference Attendee Manual

THOUGHT LEADERSHIP SPONSORSHIP OPPORTUNITIES

EXCLUSIVE TRACK SPONSORSHIPS: \$25,000

▶ Three Available

Credit and Debit Card Trends

The sessions within this track will cover identifying the right payments strategy in a post-CARD Act environment, based on changing customer behaviors, demands and needs.

Customer Loyalty and Card Marketing

The sessions in this track will cover how shifting customer behaviors and attitudes are forcing issuers to take a straightforward approach to customer acquisition and retention.

Emerging Payments

The sessions in this track will cover how increasingly, traditional payments institutions are making a play in the alternate and emerging payments space.

- Exclusive Sponsor of the track
- Ability to Chair the track
- Will be identified as "sponsored by" in promotion to potential attendees, on the conference website, the agenda in the Show Guide promoting the track sponsorship
- Seat drop of your company literature/offer in the session room
- 8 X 10 exhibit space

- Four full conference passes
- Two Issuer Client Passes
- One meter board sign
- Fifty-word (50) company logo and description in Conference Attendee Manual
- Firm name or logo included in direct-mail brochure, if applicable
- Link from the conference web-site to firm's web-site
- SourceMedia will increase awareness of your involvement with the conference through marketing to your current database using direct mail, e-mail campaigns and telemarketing efforts offering an exclusive discount to your contacts.
- One full page black and white advertisement in the conference Attendee Manual

PRE-CONFERENCE WORKSHOP SPONSOR: \$15,500

▶ Two Available

- Exclusive host/speaker at the pre-conference workshop - 2-hour session
- Workshop topics are limited to one sponsor of each and must be approved by SourceMedia Program Manager
- Three full conference passes
- One black and white full page advertisement (7x10) in the Conference Attendee Manual
- Signage promoting the sponsorship

INDUSTRY INNOVATION SESSION SPONSOR: \$17,500

▶ One Sold, Two Remaining

Our Industry Innovation Sessions (IIS) consist of an in depth, 75-90 minute presentation from some of financial services leading solution providers. Each IIS provides insight on the latest tools and techniques for conquering financial services' most pressing issues. These executive sessions represent a fantastic opportunity for participants to gain an intimate knowledge of the host company's offerings. The IISs will take place during lunch - which will be served to attendees. These sessions are free to conference attendees and limited to the first 65 people.

- Four full conference passes
- One full-page black and white ad in Conference Attendee Manual

Equipment includes:

- Podium
- Podium microphone
- LCD Projector
- Screen

BREAKFAST BRIEFING SPONSOR: \$15,500

▶ Two Available

Our Breakfast Briefings consist of an in depth, 45-60 minute presentation from some of financial services leading solution providers. Each Breakfast Briefing provides insight on the latest tools and techniques for conquering financial services' most pressing issues. These executive sessions represent a fantastic



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opportunity for participants to gain an intimate knowledge of the host company's offerings. The Breakfast Briefings will take place during breakfast which will be served to attendees. These sessions are free to conference attendees and limited to the first 65 people.

- Three full conference passes
- One full-page black and white advertisement in Conference Attendee Manual

Equipment includes:

- Podium
- Podium microphone
- LCD Projector
- Screen

FOOD AND BEVERAGE SPONSORSHIP

RECEPTION SPONSOR: ~~\$25,500~~

- Signage promoting the sponsorship in reception area and outside exhibit hall
- Custom napkins with sponsor's logo distributed during the reception
- One 4-color full-page advertisement (7x10) in the Conference Attendee Manual
- Five full conference passes

AFTER PARTY SPONSOR

► Two Available

We will customise the price of this sponsorship for you, depending on activities, choice of food, themes.

(Outdoor Cocktail Reception, Private Dinners etc.)

- Exclusive Hosted After-party (onsite or offsite reception or dinner)
- All logistics to be handled and coordinated by SM staff
- Exclusive marketing efforts including but not limited to mailed invites, Email invites, badge stuffing etc.
- Balloons with sponsor's logo placed in the reception area
- Custom napkins with sponsor's logo distributed during the reception
- One full page 4 color advertisement in the Conference Attendee Manual
- Three full conference passes
- Signage promoting the sponsorship

LUNCH SPONSOR: ~~\$14,500~~

► One Available, One Sold

- Napkins with company logo placed by food area or on tables
- Opportunity to place marketing collateral on each seat at the lunch
- Tent/Table cards branded with sponsor logo placed on each table
- One black and white full page advertisement in the Conference Attendee Manual
- Three full conference passes
- Signage promoting the sponsorship outside luncheon area and near tables

CONTINENTAL BREAKFAST SPONSOR: ~~\$10,500~~

► Two Available

- Napkins with company logo placed by food area or on tables
- Three full conference passes
- One black and white full page advertisement in the Conference Attendee Manual
- Signage promoting the sponsorship

OTHER SPONSORSHIP OPPORTUNITIES

BREAK SPONSORSHIP (AM OR PM): ~~\$7,500~~

- Custom napkins/coffee cups with company logo placed in break area
- Signage promoting the sponsorship in break area

HARD CANDY SPONSORSHIP: ~~\$8,500~~

- Wrapped hard candy with company logo distributed to all attendees inside the general assembly for the length of the conference

TOTE BAG SPONSOR: ~~\$25,000~~

- Company Logo on tote bags handed out to all attendees at registration
- Four full conference passes
- One full page black and white advertisement (7x10) in the Conference Attendee Manual
- Signage promoting the sponsorship

CONFERENCE MANUAL / MEMORY STICK SPONSOR: ~~\$25,000~~

- Full page 4 color ad on the back cover of the conference manual
- Company logo positioned prominently on the front cover of the conference manual
- Three full conference passes
- Signage promoting the sponsorship

ROOM KEY SPONSOR: ~~\$5,000~~

- Company logo printed on each room key of every attendee staying at the hotel
- Three full conference passes
- One full-page black and white advertisement in Conference Attendee Manual

DOOR DROP SPONSOR: ~~\$8,500~~

- Choice of distributing any ONE company item/collateral to all attendees staying at hotel
- Three full conference passes



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BELLY BAND SPONSOR: \$7,500

- Belly Band to be placed around the Conference Attendee Manual
- Three full conference passes
- Full-page black and white ad in Conference Attendee Manual

POCKET AGENDA SPONSOR: \$13,500

- Company logo branded on each pocket agenda distributed to all attendees at registration
- Three full conference passes
- Sponsor's ad on the back of the Pocket Agenda

SEAT DROP SPONSOR: \$9,500

- Opportunity to place marketing material on each seat in the General session on the first morning of the conference
- Three full conference passes

METER BOARD SPONSOR: \$3,000

- Two-sided, full standing banners, 3 feet wide by 6 feet tall that will be strategically placed on the way to the entrance of the exhibit hall from the general session.

Art submitted by client, SourceMedia will handle all printing.

EMAIL BROADCAST SPONSOR: \$6,500

- Complete set of conference registration materials including Conference Attendee Manual and tote bag
- Signage promoting the sponsorship in break area

CONFERENCE WORKBOOK AD: \$950

- One full-page 4-color advertisement in Conference Attendee Manual handed out to all attendees at registration.

PEN AND PAD SPONSOR: \$9,500

- Custom pens and pads with sponsor logo distributed on-site at the conference.
- Three full conference passes
- One full page black and white advertisement in the Conference Attendee Manual
- Signage promoting the sponsorship



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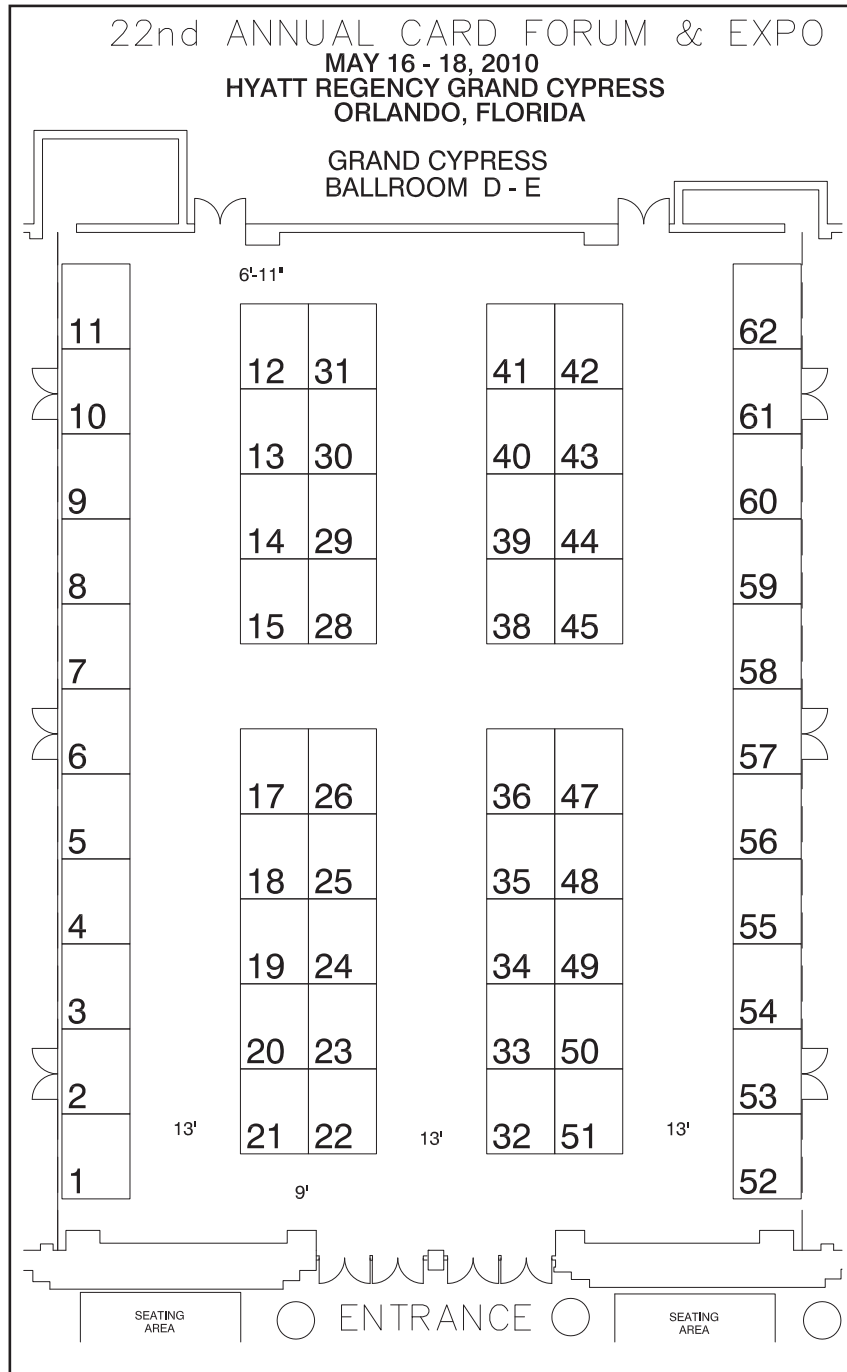




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